

KRNV-TV
QUARTERLY REPORT
FIRST QUARTER 2006

January 1, 2006 - March 31, 2006

SIERRA BROADCASTING COMPANY, LICENSEE OF KRNV-TV, CHANNEL 4, SERVING RENO, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT IS AS FOLLOWS:

1. GROWTH AND POPULATION:

Growth and population is still the biggest topic of those people we surveyed. Northern Nevada continues to explode in both retail and residential sectors. **Control of Growth** is controversial among Northern Nevada residents. New **business** creates more **jobs**, which attracts more people to the area, creating a need for more housing and **construction**. All of this puts a strain on the water supply causing more and more **restrictions of water use**. An increase of vehicles on the streets and highways causes more and more **traffic congestion**. Because of all these factors, many Northern Nevadans worry about **uncontrolled growth** in the area.

2. ENVIRONMENTAL ISSUES:

This has become a big issue in the eyes of Northern Nevadans perhaps because of concerns from our **growth and population**. Those surveyed are most concerned by **water and air quality**. **Water quality** issues in Northern Nevada include concerns about **drinking water** (from time to time there are "boil water" orders in various communities); a leukemia cluster among Fallon children has become a national issue which is tied in with possible impurities in the drinking water. Water for **recreational** use includes lakes, springs and rivers which are affected by increasing use by more people moving to the area as well as tourists. **Air quality** concerns mount as the number of vehicles in the area increase with the rapid expansion of **population**.

3. TOURISM AND ECONOMY:

Viewers continue to want to be updated on both Northern Nevada tourism which largely fuels the region's economy. The **Reno Downtown Trench** which will move the train tracks away from regular traffic in the downtown area to help clean up the area and make the area easier for tourists to get around in is causing traffic, parking and mobility problems during construction. The Chamber of Commerce of Northern Nevada communities as well as many merchants and residents are active in trying to bring new **business** to the area, creating jobs and infusing the economy with tourist dollars. At the same time, some legislators are attempting to pass **state taxes** for businesses, which may curtail business growth and cause some businesses to leave the state.

4. CRIME AND VIOLENCE:

An old holdover, this issue is still a concern especially with our growing population in northern Nevada. **Violent crime** has escalated in Northern Nevada communities. Residents fear for their safety in public places and at home. Parents, teachers, teens and children worry about increasing gang membership and violence on the streets, to and from school and at school itself.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY SIERRA BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF JANUARY 16 - 22, 2006, FEBRUARY 13 - 19, 2006 AND MARCH 6 - 12, 2006.

STORIES APPEARING ON TODAY SHOW CUT-INS AT 7:25 A.M. AND 8:25 A.M., NEWS 4 AT NOON, NEWS 4 TODAY AT FIVE-THIRTY A.M., NEWS 4 AT FIVE P.M., NEWS 4 AT SIX P.M. NEWS 4 AT 11:00 P.M. AND NEWS 4 AT 5:00 P.M., 6:00 P.M. AND 11:00 P.M. ON WEEKENDS ARE APPROXIMATELY OF 30 SECOND DURATION (:00:30) - 3 MINUTES DURATION (:03:00).

THE COMMUNITY UPDATES ARE AIRED FOUR TO FIVE TIMES EVERY DAY AND ARE 30 SECONDS (:00:30) AND 60 SECONDS (:01:00) IN DURATION.

PUBLIC AFFAIRS PROGRAMS SUCH AS "**LIFELONG LEARNING**" ARE LOCALLY PRODUCED. "**LIFELONG LEARNING**" ADDRESSES INNOVATIONS IN THE TEACHING PROFESSION AND HIGHLIGHTS TEACHING AND LEARNING APPLICATIONS IN THE COMMUNITY WITH UNR AS THE PRIMARY TEACHING INSTITUTION BEING FEATURED.

AS A COMMUNITY SERVICE, KRNV HAS SEVERAL CONTINUING STORIES OF INTEREST TO RESIDENTS. **THE JEFFERSON AWARDS** INCLUDE PROMOTIONAL ANNOUNCEMENTS ASKING THE PEOPLE TO NOMINATE WHAT THEY FEEL IS AN UNSUNG HERO IN THE COMMUNITY DESERVING OF AN AWARD AND RECOGNITION. THE STATION FOLLOWS THROUGH WITH THE CHOOSING OF THE MONTH'S JEFFERSON AWARD RECIPIENT AND PROFILES THAT PERSON'S GOOD DEEDS DURING THE AWARD BROADCAST.

EXCELLENCE IN EDUCATION ALLOWS TEENS, CHILDREN AND PARENTS TO BECOME INVOLVED IN HONORING A LOCAL TEACHER WHO HAS GONE ABOVE AND BEYOND. THAT TEACHER IS PRESENTED WITH AN AWARD AT A SPECIAL ASSEMBLY AT HIS/HER SCHOOL AND IS PROFILED ON A FOLLOW-UP NEWS STORY ON KRNV.

CLASS ACT ALLOWS STUDENTS TO CHOOSE ONE OF THEIR OWN CLASSMATES TO HONOR WHO HAS GONE OUT OF HIS WAY TO HELP OTHERS. A SPECIAL PRESENTATION ASSEMBLY IS HELD WHICH DETAILS THE MANY THINGS THAT MAKES THIS STUDENT OUTSTANDING, AND HIGHLIGHTS FROM THE PRESENTATION ARE AIRED ON KRNV.

ATHLETE OF THE WEEK HONORS STUDENTS WHO HAVE BEEN CHOSEN FOR THEIR EXCELLENCE IN ATHLETICS, AND ARE PRESENTED WITH AN AWARD ON KRNV FOR THEIR ACHIEVEMENTS.

MAKE A WISH MONDAY PROFILES THE WISHES OF LOCAL CHILDREN BATTLING LIFE-THREATENING DISEASES.

WEDNESDAY'S CHILD. EACH MONTH WE PROFILE SPECIAL NEEDS CHILDREN FOR ADOPTION. THE PROGRAM HAS BROUGHT INCREASED SUCCESS RATES TO LOCAL ADOPTION AGENCIES.

CRIMEBEAT, WHICH AIRS WEDNESDAY AND SUNDAY ON NEWS 4 AT 11. NEWS 4 IN PARTNERSHIP WITH THE NEVADA DIVISION OF PAROLE AND PROBATION PROFILES ABSCONDERS, GIVING VIEWERS THE OPPORTUNITY TO CALL IN TIPS ABOUT THEIR WHEREABOUTS. DURING THE FIRST YEAR OF THIS PROGRAM WE ACHIEVED A 60% CAPTURE SUCCESS RATE, WHICH IS DOUBLE THE NATIONAL AVERAGE.

ADDITIONALLY, KRNV IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK WHICH INCLUDES PROGRAMS THAT RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KRNV-TV
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
FIRST QUARTER 2006

1. **DRUGS:**

The topic of **Drugs** takes over as the top surveyed subject on young people's minds. The problem of illegal drug use goes hand in hand with the problem of **Peer Pressure**. The use of these drugs often accompanies gang activity and crimes committed to get the money to buy the drugs. Parents, teens and children are concerned about the traffic in drugs and what effect their usage has on young people in regard to schoolwork, health and drifting into crime and gangs.

2. **PEER PRESSURE:**

Peer Pressure remains on kids' minds as a big issue, though no longer the top issue. A number of kids surveyed singled out stress as a significant problem, as today's kids are asked to grow up faster than previous generations and make more serious decisions. Many teens and children feel that **Peer Pressure** is what forces them to do things they know they shouldn't do, such as stealing and belonging to gangs.